Double Deckle

STRATHMORE'S NEWEST PAPER

Double Deckle

Strathmore's newest line — DOUBLE DECKLE — is an outstanding achievement in fine paper making. Nothing like it has ever been done before. No paper we have ever produced has more to offer in novelty and beauty. Strathmore DOUBLE DECKLE is the answer to *something new* in paper — *something new* in printing effects.

The double deckle and the duplex formation (in these exceptional colors) add decorative quality and a high degree of interest to even simple folders. When you fold DOUBLE DECKLE once you have *color* without printing color—rich and arresting contrast that lends glamour to any piece of advertising.

On the inside back cover of this sample book you will find a chart showing the basic folds for which Strathmore DOUBLE DECKLE is adapted. With multiple folds, French folds, cut-outs and trick folds, its possibilities are limitless. Leaflets, brochures, bound booklets, the whole range of printing subjects gains a "custom-made" quality with Double Deckle.

Here is a paper that will intrigue you, which will suggest its own ways of doing a job for you. Let Strathmore DOUBLE DECKLE help you get orders, make new customers — get profits from printing. Ask your Strathmore distributor today for sample sheets.

STRATHMORE PAPER COMPANY, WEST SPRINGFIELD, MASS.

White and Ivory are made for text use with Double Deckle (Book or Cover Weights) as shown in this swatch. It may also, of course, be used independently.

Note that on the Book Weights the "double deckle" effect appears as a band or border on the "color" side of the sheet, whereas on the Cover Weights it appears on the White or Ivory side.

Note that on the Cover Weights the "double deckle" effect appears as a band or border on the White or Ivory side of the sheet, whereas on the Book Weights it appears on the opposite or "color" side of the sheet.

The six style-right colors of DOUBLE DECKLE were selected after consultation with authorities on fashion and industrial design. These interesting "off" tones of vibrant colors reflect today's demand for colors with character and subtlety.

WHITE	BUFF-IVORY	CORAL-IVORY	TAN-IVORY
IVORY	BLUE-WHITE	GREEN-WHITE	GRAY-WHITE

White and Ivory: 25 x 38—160M (80-500)
All Colors: 25 x 38—160M (80-500); 12 x 38—77M (38½ - 500)
25 x 38—320M (160-500); 12 x 38—154M (77-500)
Smooth Antique Finish, Laid Formation

See inside back cover for demonstration of Envelopes-to-Match

WHITE, 25 x 38—160M (80-500)

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https://archive.org/details/doubledecklestra00stra

IVORY, 25 x 38—160M (80-500)

TAN-IVORY, 25 x 38—160M (80-500)

BLUE-WHITE, 25 x 38—160M (80-500)

BUFF-IVORY, 25 x 38—160M (80-500)r

GREEN-WHITE, 25 x 38—320M (160-500)

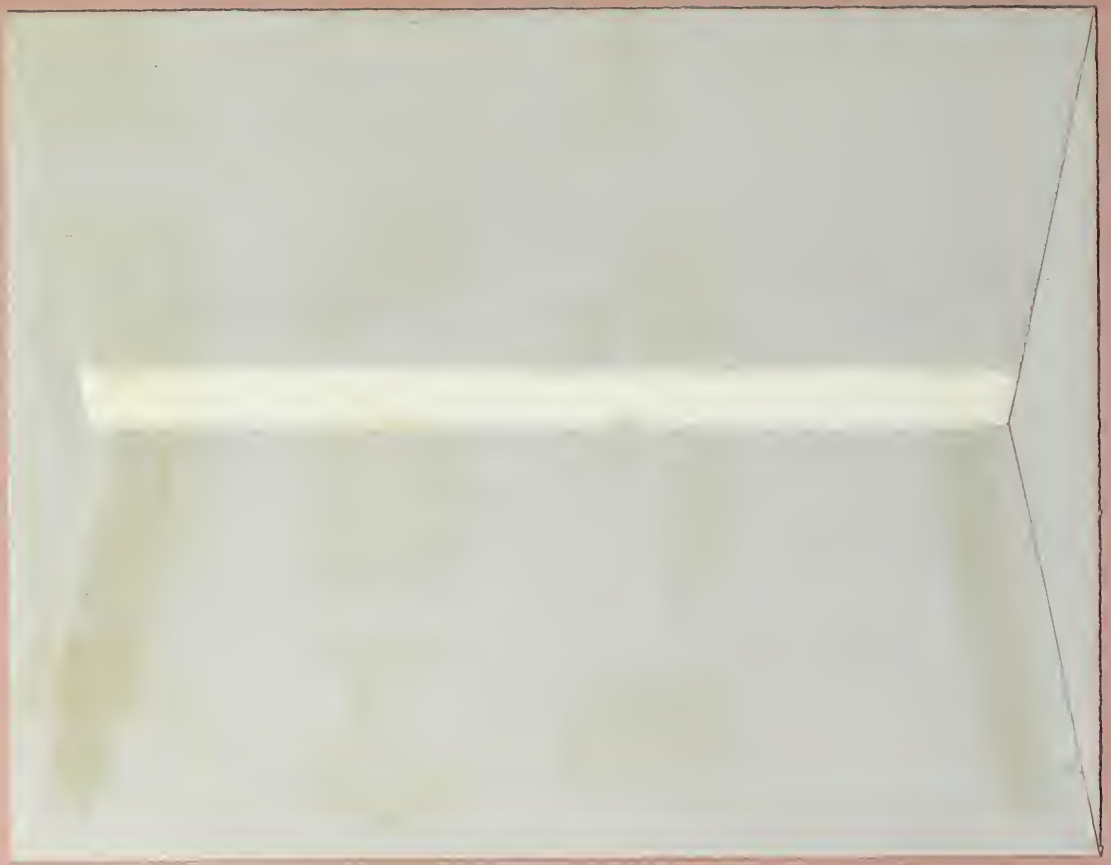
GRAY-WHITE, 25 x 38—320M (160-500)

CORAL-IVORY, 25 x 38—520M (160-100)

CORAL-IVORY 2½ x 3½ - 320M (160-500)

SPECIAL
87-B
21262

THE GETTY CENTER
LIBRARY



ENVELOPES-TO-MATCH

A2	$4\frac{3}{8} \times 5\frac{5}{8}$
A6	$4\frac{3}{4} \times 6\frac{1}{2}$
A7	$5\frac{1}{4} \times 7\frac{1}{4}$
A8	$5\frac{1}{2} \times 8\frac{1}{8}$
A10	6

Full-gummed or Pe
Square Flap with

Other Sizes or Styl
above are available

Strathmore DOUBLE DECKLE Envelopes have the added feature of the two-color deckle along the squar
DECKLE heightens the effect, dramatically, of the Envelope-to-Match. Here is an envelope that will make
which is striking . . . convey an impression of quality . . . create a favorable attitude . . . before a single print
read. Strathmore DOUBLE DECKLE Envelopes are made by the Old Colony Envelope Company of Westfiel

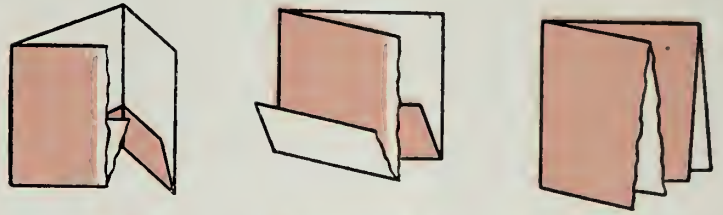
FOLD SUGGESTIONS FOR *Double Deckle*

Strathmore DOUBLE DECKLE has a vesatility hitherto unknown in regulation printing papers. Not only can unusual effects be obtained when a little ingenuity is used in selecting matching or harmonizing inks to go with the deckle, but the duplex coloring of the paper itself results in unique display layouts and warming color contrasts when the sheet is folded. Here are five basic folds which suggest the innumerable possibilities that can be worked out. Try new folds yourself.

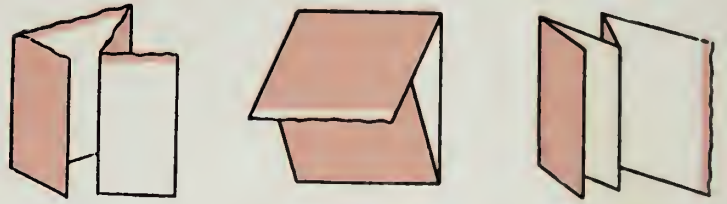
Notice that all of the above folds can be used as booklet covers with a stitched in text; and that unfolded single sheets make unusually effective letterheads or card forms.

Single Folds

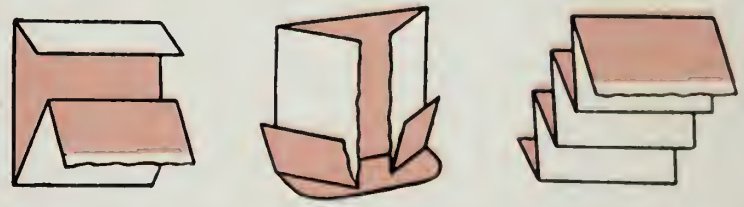
French Folds



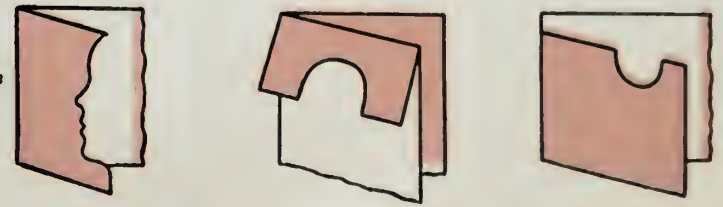
Multiple Folds



Novelty Folds



Cut-Out Folds



STRATHMORE *Double Deckle* DISTRIBUTORS

IN BOSTON

THE ARNOLD ROBERTS COMPANY
58 High Street

CARTER, RICE & COMPANY CORPORATION
Main Office & Warehouse
250 Devonshire Street

COOK-VIVIAN CO., INC.
189 Congress Street

STORRS & BEMENT COMPANY
282 Congress Street

This paper is Strathmore DOUBLE DECKLE, Gray-White, Heavyweight, 25 x 38—320M (160-500)
Printed by letterpress in four impressions.
15-337-78